

## NEWS RELEASE

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### **Home-Based Businesses are a Significant Contributor to Nanaimo's Economy**

*Nanaimo's Economic Development Office looks to improve small business toolkits*

2,267 or 37% of Nanaimo's businesses are home-based and the City of Nanaimo's Economic Development Office wants to further help these businesses to develop successfully. That begins with getting a good sense of the needs and challenges that these local businesses face. A link to a new survey and an invitation to participate has been directly emailed to over 90% of Nanaimo's home-based businesses.

"The Survey will allow us to get an in-depth understanding of the home-based business characteristics, technology utilization, level of innovation, future growth plans and feedback on Nanaimo's business climate," says Amrit Manhas, Economic Development Officer. "An in-depth understanding will enable us to provide better tools, programs and resources to help our home-based businesses grow and succeed."

Home-based businesses are those that are either operated at home or from home, where either most of the business is conducted on the operator's property or the home is used as a base of operations for work done outside of the property.

The survey is expected to take home-based business owners under ten minutes to complete. The information collected will remain strictly confidential, and only aggregate themes and trends will be conveyed in the final report.

If you are a home-based business in Nanaimo, but have not received the survey, please email [alyssa.bandurka@nanaimo.ca](mailto:alyssa.bandurka@nanaimo.ca) or call (250) 755-4476.

Surveys completed and returned by Monday, July 16 will be included in a draw to WIN a free Business License for 2019.

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